

Pulse Report

Highlights Edition 21



2021 Year in Review

Welcome to the 22nd edition of the Hotelier PULSE Report, where we cover the latest market trends and industry sentiments for hotels worldwide

Market Trend Alert:

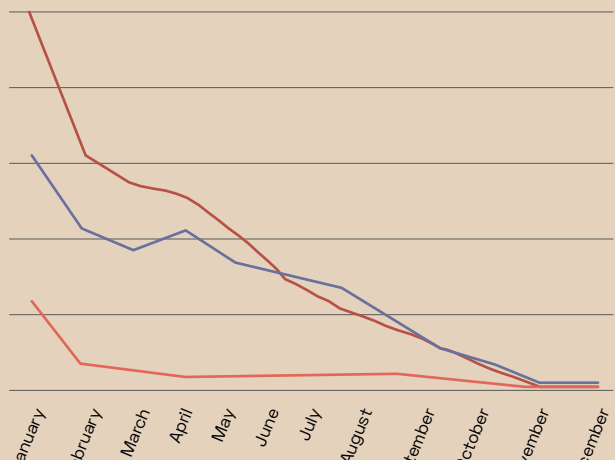
February 2022 registers Highest Volume of Hotel Bookings since March 2021



Occupancy could Exceed 2019 Levels in 2nd Half of 2022

Hotel bookings for the first half of 2022 represent **73%** of 2019 levels. Thus, the occupancy expectation for this period is currently **5 times higher** than what it was back in 2020.

On an even better note, hotel bookings for the second half of 2022 are currently a whopping 20% above 2019 levels.



Market Trend Alert: Occupancy could Exceed 2019 Levels in 2nd Half of 2022

Overall, Hoteliers surveyed in **January** showed a dip in optimism about business performance **over the next 12 months**, ranking **6,71 out of 10**.

Resorts, however, show increased optimism, ranking **8,67/10**

City Center Hotels **7/10**

Bed & Breakfasts **5,17/10**

Question of the Month!

We asked **Hoteliers** in January to share their **New Year's Resolutions for 2022**. Here they are by order of importance:

1. **Increase Occupancy**
2. **Grow direct bookings**
3. **Property Renovations**
4. **Increase ADR**
6. **Investment in new technology**



Monthly Occupancy Forecast

44.44%

of Hoteliers surveyed did not achieve the average monthly

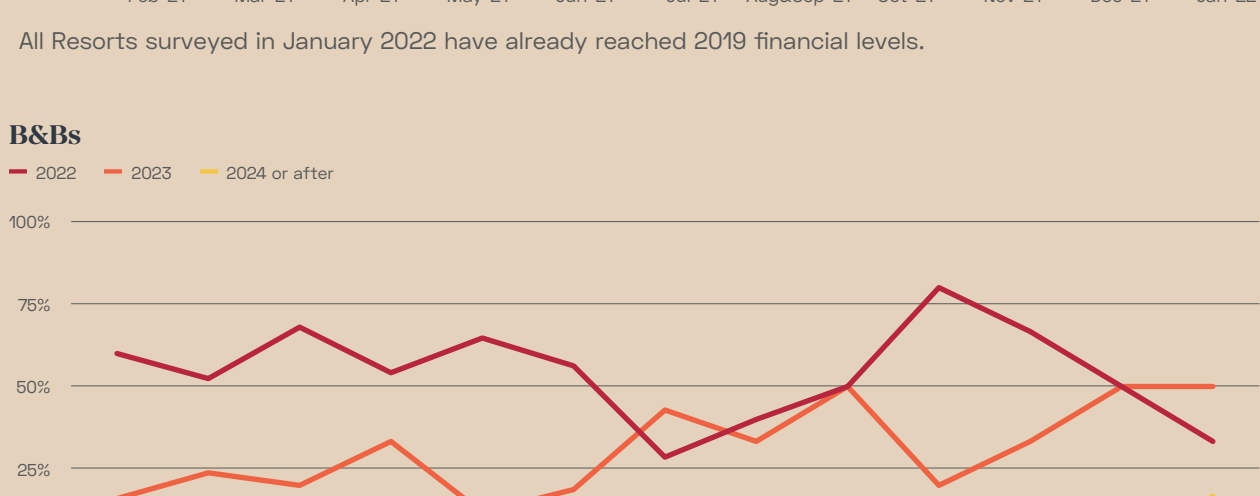
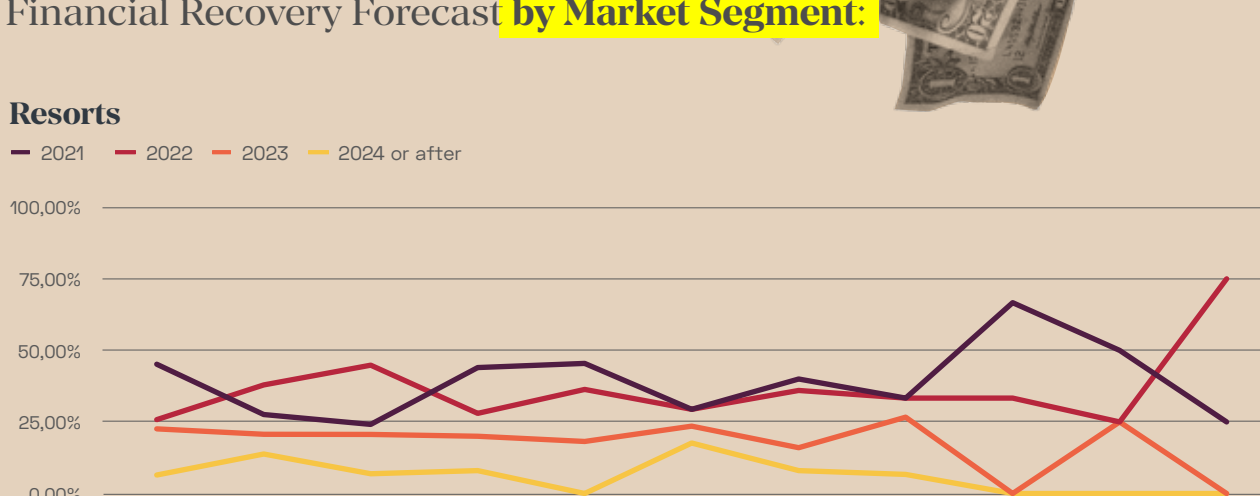
44,44% of Hoteliers surveyed did not achieve the average monthly occupancy forecast for January 2022. Meanwhile, the occupancy forecast for February 2022 is 43,67%.

Revenue Performance & Financial Recovery Forecast

Revenue Performance 2022 vs 2021 **77,77% of Hoteliers surveyed expect to outperform 2021 revenue levels in 2022.**



Financial Recovery Forecast **by Market Segment:**

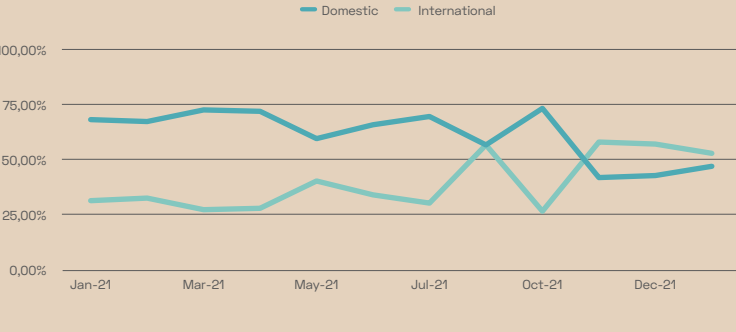
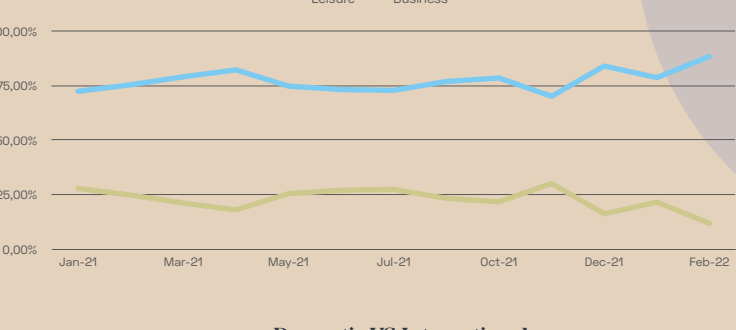


Travel Segment Recovery & Performance Forecast

52,94% expect international and leisure (88,24%) travel to significantly contribute to hotel recovery.

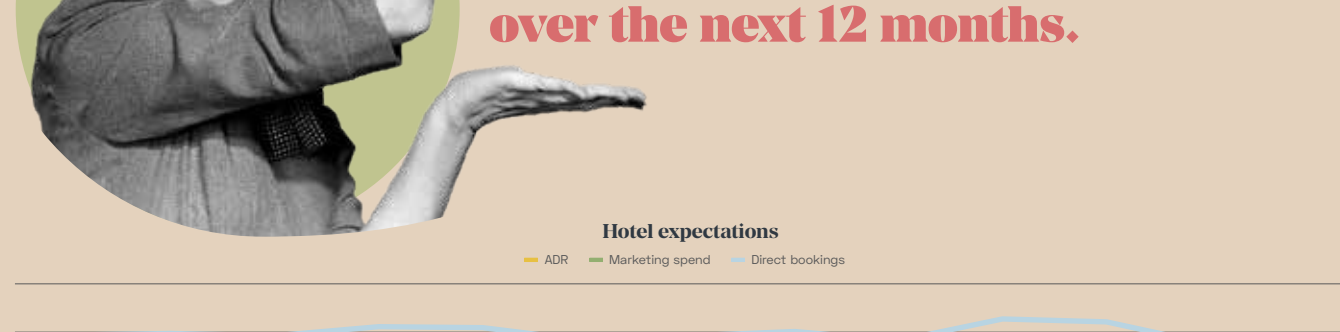
52.9% expect international and leisure travel

52,94% expect international and leisure (88,24%) travel to significantly contribute to hotel recovery.



Sales & Marketing Concerns, Priorities & Strategies in the Next 12 Months

At the start of the new year, **majority of Hoteliers** expected **ADR, Marketing Spend, and Hotel Direct Bookings to increase over the next 12 months.**



'Creating Special Offers to tackle New Markets' continues to be ranked as a top priority to overcome the Covid-19 recession.



The majority of Hoteliers surveyed in focused on establishing their direct channels as the top source of reservations over the next 12 months.



Do you want to get involved in our next Edition?

[Click here](#) →

